Lawn*Garden Marketing

JANUARY, 1981

Update on vegetable gardening

a three-part report begins on page 10

1/23/81 C4725-2 U

20014 197 600 1006 18
99 A CS01
CONGRESSIONAL INF SEV
SRI
7101 WISCONSIN AVE
BETHESDA MD 20014

Editorial, Advertising and Circulation correspondence should be addressed to: 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212 (a suburb of Kansas City, Missouri).

JANUARY 1981 • VOL. 20 • NO. 1 • PUBLISHED 10 TIMES ANNUALLY

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products

EDITORIAL
Wendall Burns, Editor
Joy Green, Managing Editor
Guy Lamolinara, Editorial Assistant
Pat Blanton, Source Book Editor
Ted Stamen, Consulting Editor
Dudley Rose, Senior Art Director
Anita Blattner, Art Director

CIRCULATION
John C. Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

Member of American Business Press — ABP

Member of Business Publications Audit of Circulation, Inc. — BPA

ADMINISTRATION
R. J. Hancock, President
John Wickersham, Publisher

ADVERTISING
Jane Brooksher, Marketing Coordinator
Lou McNeill, Production Manager
Production Sales—See regional marketing office listing on Classified Ad page.

Lawn & Garden Marketing (USPS 306-340) (formerly Lawn/Garden/Outdoor Living with which is combined Modern Garden Center) is published by Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212.

Subscription qualification or price: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries.

Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing.

Subscriptions and subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212.
Controlled circulation postage paid at Kansas City, MO.

***Publishing dates are as follows:** Monthly January through April; one issue each in June, August, October and November; two issues in September.

INTERTEC PUBLISHING CORP.

Update on vegetable gardening

A three-part report

10 Food prices spur home gardening. Joy Green reports on increasing food prices and merchandising products for vegetable gardeners.

14 Books build profits, image for retailers. For this in-depth report, retailers, wholesalers and publishers were interviewed about the pros and cons of books as profit makers in the lawn and garden centers.

22 Retailers' guide on matching equipment, tools to the task. The needs of garden-equipment buyers are as diverse as the tools offered to fill those needs. Frank Buckingham tells how to recognize and use the differences in promotion and sales efforts to increase profits.

Photo Credits: Simplicity, MTD, Staff

20 They tell the world: 'Buy proven varieties'—This is a report on promotions by three retailers to acquaint their customers and the public with All-America Selections seeds and plants.

28 Education ranks high with NLGDA. Frank Diekman, newly-elected president of the NLGDA, describes the association's objectives.

32 Sales training triggers home center success. Ole's home centers in California use systematic personnel training to produce growth and high profits.

38 Outline for small business growth in '80s. Milton D. Stewart, chief counsel for advocacy for U.S. Small Business Administration, summarizes the problems of declining growth and productivity of small business in U.S. economy.

54 Landscaping services reach $2.9 billion in '78. Information compiled by the Bureau of Census about landscape and horticultural services.

Cover photo: Courtesy of Northrup King Seed Co.

DEPARTMENTS

2 Editor's Notebook
4 Feedback
36 The Green Scene
40 Power Equipment Highlights
44 Industry Happenings
46 Product Briefs

COMING IN FEBRUARY:
Watering products: in search of new markets will be a report on new devices and materials being marketed to correspond to changing needs.

Postmaster: Return Form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212
© Copyright 1981 INTERTEC PUBLISHING CORP. All rights reserved.
Material may not be reproduced or photocopied in any form without written permission of publisher.

BEST AVAILABLE COPY

BEST AVAILABLE COPY

Food prices spur home gardening

1 Vegetable gardening update

Increasing food prices, although not the sole factor, are a major inducement to reactivate homemakers into gardening each spring. This article reports on this and other aspects of merchandising products for vegetable gardeners.
Part 2 of this report begins on page 14, Part 3 begins on page 22.

By Joy Green

News reports boost home gardening. Retailers use the inflation theme in ads.

■Vegetable gardening continues to flourish as the pressures of double-digit inflation, rising energy costs, tight credit and higher interest rates reduce American's disposable income. In 1980, 34 million Americans were doing some sort of backyard gardening—up 1 million from 1979. The rural areas of the Midwest showed a 15 percent increase in 1980. Fifty-four percent of those households had gardens.

"We should see an increase in the number of food gardening households from 34 million to 47 million in the first five years of the '80s," reports Dave Schaefer, vice president of Gardens for All, a nonprofit national gardening organization. The GFA projects an increase of two million household gardens in 1981, which would bring the total to 36 million.

The percentage of households gardening has paralleled the rate of change in food prices, with a slight one or two year lag. As the gross national product and real wages decreased, gardening increased. (See chart)

"Gardening is just a matter of supplementing the table, it's the only thing customers feel they can do to help cut food costs," says Ed Duffield, Wilmore Garden Center in Denver.

USDA predicts sharp increase

The Agriculture Department forecasts a 12.2 percent increase in retail food prices for 1981, the sharpest increase in seven years. This increase is attributed to last summer's heat and drought coupled with higher labor and transportation costs.

Paul C. Westcott, USDA economist, says, "Fruit and vegetable prices are the hardest to predict because of the weather, but we most likely will see an overall rise of eight percent this year. We already know potatoes, lettuce, carrots and cabbage will be in short supply because of the producers' cutbacks."

Retailers can use the monthly Consumer Price Index as a merchandising tool to forecast trends for long-range planning. The CPI reports are released near the 20th of each month and are major news stories on radio, TV and in the newspapers.

A regional gardening plan

Horticulturists Jerry Parsons and Sam Cotner with the Texas Agricultural Extension Service in San Antonio set out in 1976 to improve fall home gardening in the commercially-tagged winter garden area of Texas.

Home gardeners, facing difficulties in their spring gardens because of hot, dry weather, insect infestation, developed a general lack of enthusiasm. Many newcomers in the area were unaware of the gardening potential, and few of the conventional home gardeners were following patterns established by the commercial gardeners in South Central Texas.

The two horticulturists promoted fall gardening by using local and regional media and distributing books to bedding plant producers and garden retailers telling of the fall gardening campaign.

Forty counties, covering 55,000 square miles surrounding San Antonio, were included in the gardening project. The promotion started in early July with the circulation of free booklets written for the area. The material provided information about fall gardening and alerted gardeners of the upcoming radio and TV programs.

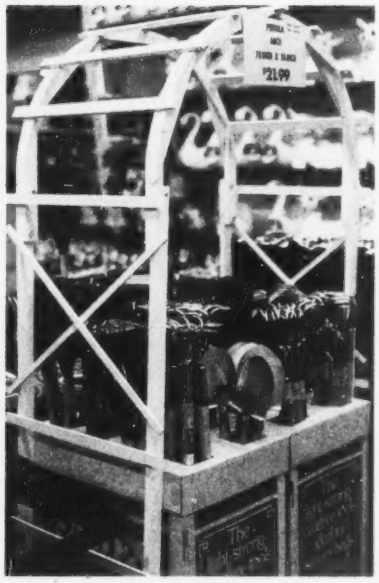
Two one-hour radio documentaries and one prime-time TV show were broadcast explaining fall gardening. Garden suppliers and distributors were sponsors. One radio program was broadcast in Spanish. An extensive newspaper campaign was established, also.

Gardeners who were interested were requested to fill out coupons to obtain the booklets. This assisted the extension agents in tabulating public participation and provided valuable leads for surveys later.

During the first year of the campaign, 30 retailers distributed 30,000 copies of "Fall Gardening in South Central Texas" in less than 30 days in the San Antonio area alone. Another 10,000 were circulated in 40 outlying counties.

Sales double first year

In the early stages of the campaign, Parsons assured the retailers that if the campaign was not successful in two years the program would be dropped.



Attractive display of lightweight tools invites a closer look.

The retailers of garden supplies doubled their sales in the first year in the program. One nurseryman, who had been growing 1,000 fall bedding plants and throwing away 800, was persuaded by the horticulturist to work closely with him on the campaign. He sold more than half-million plants in 30 days. Fifty-six percent of all vegetable plants were extension recommended varieties—this compares to 39 percent in previous years.

Nurserymen who referred to fall as "dog days" are reporting bedding plant sales are doubling each year and retailers are echoing the same results.

Jerry Parsons says, "We got the ball rolling for them, now fall gardening is snowballing. For many, home gardening is a matter of eating."

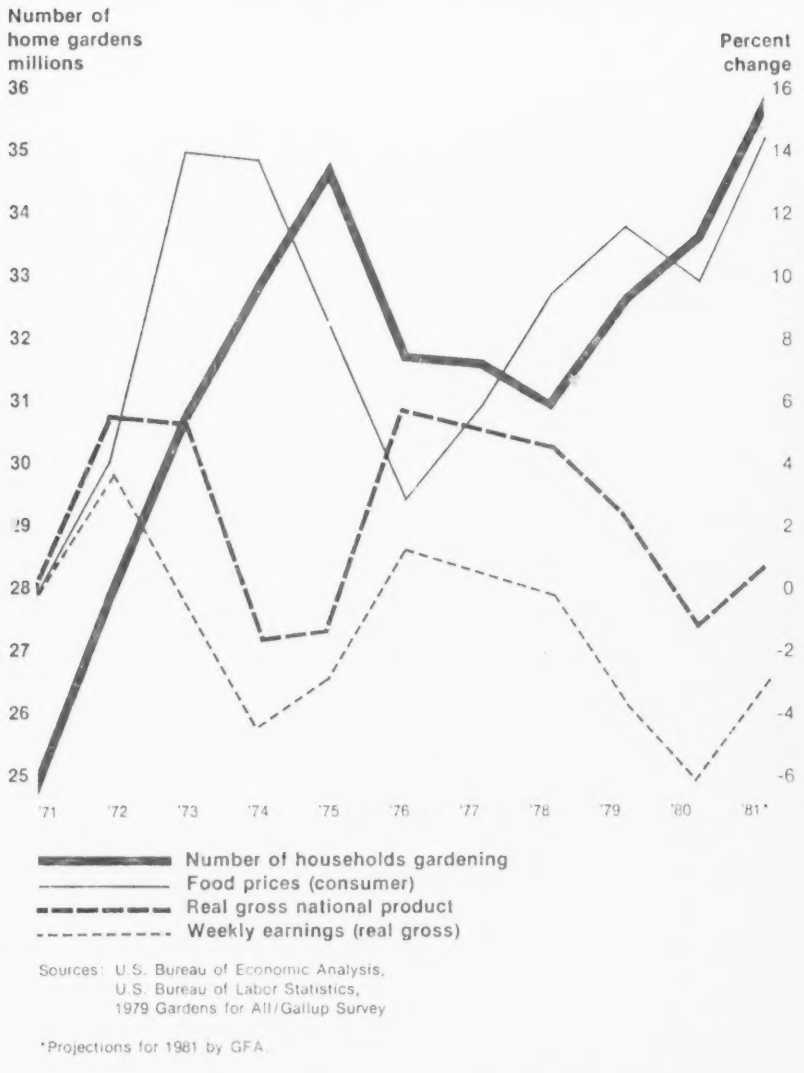
In the survey conducted by the extension service the first year, participants received their garden booklets from a participating garden retailer. The survey also proved that mass media can be used to educate large audiences in high interest subject matter.

Novice gardeners

"Each year we are seeing more and more first time gardeners," says Joe Antoine, an Independence, Mo., retailer whose company sells 25 tons of seeds annually. "Last year really was discouraging to the first timers because of the drought, but we encourage them to try again. Sugar snap peas, bush cucumbers and the Contender green beans have been the most popular seeds the last couple of years," says Antoine. "We tried the hot new items but we stayed with the tried and tested seed varieties proven for our area."

Retailers should encourage families to view gardening, not only as one of America's most popular hobbies, but as an important tool in cutting food expenditures. "You have to sell the idea of gardening every spring, all over again," reports Jack Robinson, president of Gardens for All. The profits from a backyard garden can yield more than $1 per square foot.

How the economy affects gardening



Sources: U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics, 1979 Gardens for All/Gallup Survey

*Projections for 1981 by GFA.

Garden sizes increase

The median size of a garden in 1980 was 663 square feet (approximately 22 by 30 foot plot) compared to 595 square feet in 1979, an increase of 11.5 percent. More than 20 percent of the '980 survey increased their size.

Gardens for All says that the average cost of planting a garden was $19 in 1980 and the average dollar yield per garden was $400.

Tomatoes were the most popular crop in 1980, grown by 90 percent of the gardeners. Next in popularity were onions, green beans, peppers, lettuce, radishes, carrots, peas and corn. Sixty percent of all gardeners preserve crops by canning.

continued...

Good planning includes placing signs high in outdoor areas so they can be seen across the tops of parked autos.

Food prices

...continued

Container gardening

There are eight million households raising vegetables in containers according to data compiled by the Gallup Organization. There are two million of these using containers in addition to their traditional garden plot.

The availability of garden space keeps many interested people from gardening. A survey shows there are 14 million households interested in gardening but that have no space.

Some retailers are successfully promoting pocket farms. These are canning jars or small containers used for growing sprouts. There has also been an increased interest in herb planters.

The use of raised beds has helped Texas gardeners with soil problems who have been unable to produce quality crops. The 2-by-2-by-2 flats are filled with either imported black top soil, peat lite mixes or composts, enabling those gardeners to grow excellent crops.

Teach them success

Retailers across the country have used newspapers, radio and television to advertise pre-season vegetable gardening clinics. The clinics are frequently held as early as January in the store or available space nearby. The clinic is advertised in the store as well as in other medias. A follow-up phone call is also recommended to remind the customer to attend. The program should include a gardening film and well-trained personnel or horticulturists to answer questions.

There are many well written books on gardening and they should be strategically displayed to encourage gardening and other related items. (See book article in this issue.)

Good signing is a must. Many manufacturers offer a complete line of shelf talkers, signs, banners and window displays. These signs tell customers which merchandise is available and the retailer is knowledgeable about the products. The signs must be bold and strategically placed, tell what the product is, why the customer needs it and the price. Signs can be made if printed ones are unavailable.

The Northrup King Seed Co. is selling to its customers a "Smarter Garden Plan," a service in which gardeners can send the size, plot, shape, soil description, weeding method, number of adults to be fed and vegetable varieties to be included in the garden. This input is fed into a computer and a printout lists the best varieties for each geographical area, the amount to plant for family size and garden size.

Some retailers offer a phone-in service for lawn and garden problems. Bea Blair, garden consultant at Wilmore Garden Center in Denver, answers thousands of questions monthly by phone.

Outlook for 1981

The sale of vegetable bedding plants increased nearly 15 percent in 1979 compared to 1978, according to a USDA report. Projections at the beginning of 1980 were for the production area of bedding plants to be up two percent in 1981.

George Holwerda, a wholesale nurseryman in Michigan, says, "Last year was good and we're expecting a better one this year. We've expanded our bedding plant volume 12 percent for 1981."

Local weather conditions can severely limit gardening. In many areas watering is forbidden when gardens are at the crucial growing stage; in other regions the cost of water makes gardening expensive.

Many retailers are promoting in-store seedling clinics to encourage gardeners to start seeds indoors and transplant outdoors as early as possible, enabling gardeners to take advantage of early spring moisture. In other regions, retailers are receiving requests for various types of water conservation systems.

A wide selection of modern disease-resistant varieties is a key element for successful gardeners. There may be sentimental attachment to a certain variety but the productive and disease-resistant varieties must be introduced for the customer to grow a successful garden. Many retailers stock only those varieties that have been tested and recommended for their growing area.

Mary Anne Ford, Ball Seed Co., says, "Consumers are more sophisticated in their knowledge of plants. They are aware of varieties and are asking for hybrids by name. There has been a great interest in cole crops as many more gardeners are double cropping."

"Customers want an instant jump on gardening and they want maximum success with a minimum of effort," says Ford. There is great interest in Jiffy trays, compact varieties and climate control items.

A California green goods buyer said, "We sold a ton of seeds, peat pots and starter kits last year and it should be better this year." Wendy Meyers, Hastings Seed Co., says, "Sugar snap peas have been the hot items for us. We're excited about the sweet pepper Gypsy, a cross between a banana and bell pepper." Arnold Bernstein, Frank's Nursery, Detroit, said the company's sales were up 20 percent in 1980 in seeds and bedding plants. The company sold more than $2.5 million in seeds in its 81 stores. Bernstein says, "In recessionary times the seed and bedding plant business gets better." □

Now End Seeding Backache with the World's Best Garden Seeder!

EarthWay's world famous Precision Garden Seeder with exclusive patented features takes the backache out of garden seeding.

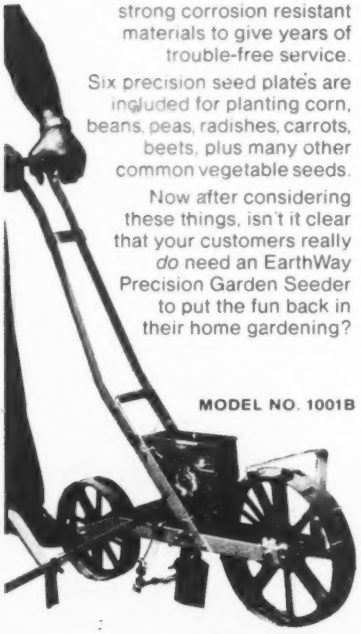
Now at last your customer's home gardens can be seeded standing up! Effortlessly! With precision!

Their seeding will be so simple with EarthWay's Precision Garden Seeder. Seeder opens soil, evenly spaces and plants seed, covers soil and even marks the next row, all in one easy operation.

The seeder is constructed of strong corrosion resistant materials to give years of trouble-free service.

Six precision seed plates are included for planting corn, beans, peas, radishes, carrots, beets, plus many other common vegetable seeds.

Now after considering these things, isn't it clear that your customers really *do* need an EarthWay Precision Garden Seeder to put the fun back in their home gardening?



MODEL NO. 1001B

EarthWay™
PRODUCTS, INC.
P.O. Box 547,
Bristol, Indiana 46507

SEND TO:
EarthWay Products, Inc., P.O. Box 547, Dept. 1LGP1, Bristol, IN 46507

Please send me more information on the Precision Garden Seeder.

Company_____

Name and Title_____

_____

Address_____

City/State/Zip_____

Phone_____

☐ Wholesale Distributor
☐ Retail Dealer ☐ Other

Circle (25) on Reply Card

Photo credit: Northrup King Seed Co.

Retailers guide:

Most dollars from home garden space

■ Many gardeners are demanding maximum value from the vegetables they grow, because of rapidly increasing food prices. Some vegetables return a higher monetary value for the space they occupy than other vegetables.

Vegetable values can be calculated in relation to price per pound or yield. For example, a broccoli plant may yield a two pound head. In contrast, a zucchini squash may cost only one-third as much per pound, but would produce 10 pounds of vegetables.

Some vegetables mature so rapidly that they occupy garden space for a short period of time. Additional crops can be grown on the same land, increasing dollar-per-square-foot return for the growing season.

A survey conducted by the National Garden Bureau asked 36 gardening experts in the United States to rate vegetables according to value. The experts considered yield per square foot, average yield per pound harvested and seed-to-harvest time.

None of the vegetables received a perfect rating of 10 because no single vegetable performs well under all soil and climate conditions. □

Vegetable values

Tomatoes (grown on supports to save space)	9.0	Kohlrabi	6.3
Green bunching onions	8.2	Swiss chard	6.3
Leaf lettuce	7.4	Mustard greens	6.2
Turnips, for greens and roots	7.4	Spinach	6.2
Summer squash: zucchini, scallop and yellow types	7.2	Beans, pole lima	6.1
Edible podded peas	6.9	Radishes	6.1
Onion bulbs for storage	6.9	Cabbage	6.0
Beans, pole or runner types, green or wax pod	6.8	Leek	5.9
Beets, grown for green tops and roots	6.6	Collards	5.8
Beans, bush green or wax pod	6.5	Okra	5.7
Carrots	6.5	Kale	5.6
Cucumbers (grown up supports to save space)	6.5	Cauliflower	5.3
Peppers, sweet green or yellow	6.4	Eggplant	5.3
Broccoli	6.3	Peas, green or English	5.2
		Brussels sprouts	4.3
		Celery	4.3
		Peas, southern (black-eye, crowder, purple hull, etc.)	4.3
		Corn, sweet	4.1
		Squash, winter, vining types	3.8
		Melons	3.8
		Watermelons	3.8
		Pumpkins	1.9

California leads the nation in landscape and horticultural service establishments with a 17.9 increase over 1974.

Landscaping services reach $2.6 billion in '78

■The nation's 46,584 landscape and horticultural establishments had gross receipts of $2.6 billion for services performed in 1978, up 96.6 percent from 1974 according to the Bureau of the Census. A portion of this increase is attributable to significant improvements in coverage of the 1978 Census of Agricultural Services, which affect comparability with previous census data. Figures for gross receipts exclude receipts from product sales and activities other than agricultural services.

Lawn and garden data

The census bureau defines landscape and horticultural services as "economic units primarily engaged in performing landscape counseling and planning services, lawn and garden services, and ornamental shrub and tree services for others on a fee or contract basis." All 50 states showed an increase in landscape and horticultural services over the 1974 figures. Nationwide, these service establishments experienced a phenomenal growth rate in 1978.

West leads nation

Western states showed the largest gross receipts in 1978 with $755 million followed by the South with $714 million. The North Central states totaled $602 million and the Northeast followed with $569 million.

California with $525 million and Florida with $185 million led the nation in gross receipts. California's 13,689 agricultural service businesses represent a 17.9 percent increase over 1974. Landscaping businesses in Florida increased 70 percent.

Eight states and the District of Columbia showed increases of 100 percent or more in the number of landscaping establishments. Among these states, Texas had the largest increase, adding 865 establishments since 1974, probably a reflection of Texas' rapid population growth. The largest increase in the number of establishments was in the South with 76.3 percent; the smallest rate of increase was in the West with 25.5 percent.

See table for breakdown by state and region. □

Landscape and Horticultural Services

Establishments, Gross Receipts, and Annual Payroll for Agricultural Services, by state: 1978 and 1974

	Establishments (number)		Gross receipts ($1,000)		Annual payroll ($1,000)	
	1978	1974	1978	1974	1978	1974
United States	46,584	33,618	2,639,954	1,342,167	947,248	487,334
NORTHEAST	**10,471**	**8,100**	**569,012**	**425,481**	**212,837**	**181,602**
New England:						
Maine	156	124	9,697	6,385	3,873	2,723
New Hampshire	184	141	6,190	4,691	2,165	1,888
Vermont	103	64	4,153	2,129	1,426	964
Massachusetts	1,297	1,027	72,437	39,149	28,761	15,130
Rhode Island	281	223	9,618	6,970	3,897	3,075
Connecticut	1,134	901	53,273	35,626	19,470	13,266
Middle Atlantic:						
New York	3,160	2,595	161,640	114,010	59,538	40,294
New Jersey	2,206	1,591	106,913	62,257	35,965	19,711
Pennsylvania	1,950	1,434	145,092	154,265	57,741	84,550
NORTH CENTRAL	**8,065**	**5,567**	**601,851**	**277,255**	**228,636**	**107,896**
East North Central:						
Ohio	1,769	1,252	134,005	86,011	53,088	38,858
Indiana	630	380	48,980	15,632	18,625	6,281
Illinois	1,568	1,030	140,294	50,197	52,467	17,356
Michigan	1,236	900	93,477	46,423	36,838	16,206
Wisconsin	602	482	38,113	19,618	12,917	7,296
West North Central:						
Minnesota	544	321	49,637	15,915	17,507	5,687
Iowa	354	231	21,502	9,451	9,031	3,951
Missouri	594	473	40,978	19,466	16,658	7,538
North Dakota	68	40	2,778	865	747	177
South Dakota	85	48	3,493	951	1,032	263
Nebraska	274	185	12,031	6,708	4,227	1,916
Kansas	341	225	16,564	6,016	5,497	1,868
SOUTH	**10,404**	**5,898**	**714,111**	**296,314**	**275,546**	**105,721**
South Atlantic:						
Delaware	99	73	5,324	5,242	1,722	2,184
Maryland	708	450	63,896	34,762	26,013	12,361
District of Columbia	52	26	3,034	1,596	1,498	479
Virginia	624	403	58,957	21,462	23,831	8,030
West Virginia	110	57	5,866	2,381	2,025	1,074
North Carolina	803	494	55,211	23,390	23,432	9,071
South Dakota	364	212	24,708	7,945	8,960	2,714
Georgia	668	481	48,320	22,298	19,492	6,717
Florida	3,379	1,987	185,248	98,080	64,414	35,384
East South Central:						
Kentucky	287	128	25,914	5,545	10,211	1,818
Tennessee	414	157	31,550	6,830	12,778	3,020
Alabama	268	143	19,398	6,734	7,262	2,302
Mississippi	120	68	7,709	3,402	2,210	977
West South Central:						
Arkansas	217	106	13,012	6,275	4,771	2,324
Louisiana	291	162	18,716	6,466	7,634	1,465
Oklahoma	332	148	22,233	3,971	8,821	907
Texas	1,668	803	125,013	39,934	50,472	14,893
WEST	**17,644**	**14,053**	**754,981**	**343,116**	**230,231**	**92,115**
Mountain:						
Montana	95	44	3,243	1,518	779	341
Idaho	126	72	6,698	1,552	2,212	370
Wyoming	43	23	1,533	558	470	127
Colorado	571	369	46,637	21,675	17,966	6,760
New Mexico	136	68	10,371	3,948	3,909	1,506
Arizona	727	427	37,602	16,701	12,125	5,580
Utah	205	120	13,034	3,004	4,187	846
Nevada	168	90	10,032	3,652	3,588	1,029
Pacific:						
Washington	986	625	59,411	21,639	22,350	6,915
Oregon	623	393	26,601	13,312	8,251	4,184
California	13,689	11,614	525,293	246,572	148,841	60,524
Alaska	24	12	1,524	140	395	14
Hawaii	251	196	13,000	8,844	5,158	3,919

Source: 1978 Bureau of Census/U.S. Dept. of Commerce

Lawn*Garden Marketing

FEBRUARY, 1981

Electronic Copy

Watering products:

New directions in marketing, design, demand

page 8

20014 197 600 1006 18
99 A CS01
CONGRESSIONAL INF SEV **
SRI **
7101 WISCONSIN AVE
BETHESDA MD 20014

BEST AVAILABLE COPY

Editorial, Advertising and Circulation correspondence should be addressed to: 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212 (a suburb of Kansas City, Missouri).

EDITORIAL
Wendall Burns, Editor
Joy Green, Managing Editor
Guy Lamolinara, Editorial Assistant
Pat Blanton, Source Book Editor
Ted Stamen, Consulting Editor
Dudley Rose, Senior Art Director
Anita Blattner, Art Director

CIRCULATION
John C. Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

Member of American Business Press ABP

Member of Business Publications Audit of Circulation, Inc. BPA

ADMINISTRATION
R. J. Hancock, President
John Wickersham, Publisher

ADVERTISING
Jane Brooksher, Marketing Coordinator
Lou McNeill, Production Manager
Production Sales—See regional marketing office listing on Classified Ad page.

Lawn & Garden Marketing (USPS 306-340) (formerly Lawn/Garden/Outdoor Living with which is combined Modern Garden Center) is published by Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212.

Subscription qualification or price: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries.

Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing.

Subscriptions and subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212.
Controlled circulation postage paid at Kansas City, MO.

***Publishing dates are as follows:** Monthly January through April; one issue each in June, August, October and November; two issues in September.

INTERTEC PUBLISHING CORP.

BEST AVAILABLE COPY

FEBRUARY 1981 • VOL. 20 • NO. 2 • PUBLISHED 10 TIMES ANNUALLY

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products

9 Watering products: New directions in marketing, design, demand. An overview of old and new watering products. By Wendall J. Burns and Sheldon Brown.

18 Executive Forum. Servicing outdoor power equipment: The next five years. Servicing opportunities described by John J. Cantu, president, The Toro Company; David D. Eckert, director of marketing, Outdoor Power Equipment Division, FMC/Bolens; Robert W. Reid, manager, outdoor power equipment products, Lawn-Boy; and Philip A. Taylor, general service manager, Jacobsen Division of Textron Inc.

24 Wholesaler dollar volume up. According to an **LGM** survey, 31 percent of the distributors responding reported an increase in preseason bookings over 1980.

26 Wood heating industry show, Feb. 21-24. Industry balks at May '81 date for labeling stoves.

Chain saw kickback problems
A two-part report

28 Chain saw kickback: Here's the cause. An illustrated guide to chain saw kickback causes and hazards to avoid.

32 Chain saw kickback: What's the cure? Opinions on the proposed CPSC chain saw regulations from the CSMA, industry spokespersons and a retailer and consumer.

44 1979 census data. Manufacturers' shipments total $1.98 billion. According to a report by the U.S. Department of Commerce, Bureau of the Census, manufacturers' shipments increased over 1978 totals.

48 Super absorbent expands into horticultural use. Super slurper has applications in forest firefighting and human care products, but planting uses have emerged as the leading application. By Kathy Copley.

DEPARTMENTS

2 Editor's Notebook
6 Feedback
16 Power Equipment Highlights
42 The Green Scene
46 People on the Move
51 Distributor News
52 Product Briefs
57 Calendar

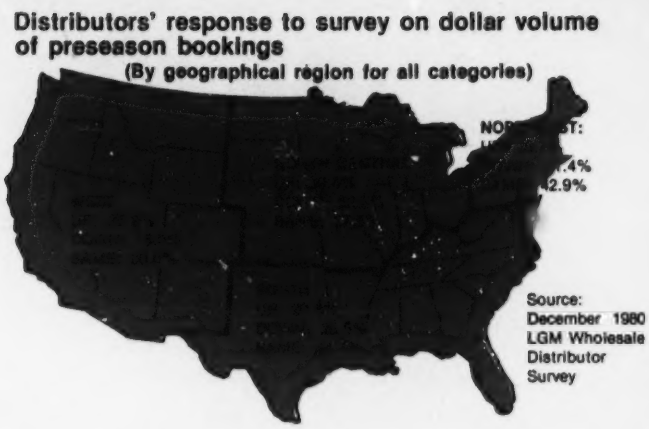
Coming in March:
A primer on advertising for retailers. *Executive Forum* will feature directors of three national trade associations commenting on regulatory reform during the Reagan administration.

Postmaster: Return Form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212.
©Copyright 1981 INTERTEC PUBLISHING CORP. All rights reserved.
Material may not be reproduced or photocopied in any form without written permission of publisher.

Bookings for '81

Wholesaler dollar volume up

The *Lawn & Garden Marketing* survey reported here was conducted in December.


Distributors' response to survey on dollar volume of preseason bookings
(By geographical region for all categories)
NOR ST:
.4%
2.9%
Source: December 1980 LGM Wholesale Distributor Survey

■Thirty-one percent of wholesale distributors surveyed report that the dollar volume of preseason bookings for lawn and garden merchandise was higher for the 1981 sales season than for the 1980 season. In a survey taken a year ago, 45 percent of those surveyed reported an increase.

Forty-four percent report that preseason bookings are about the same as last year, and 25 percent report a decrease in sales. Last year's survey showed only 13 percent of the respondents reporting a sales decrease.

These results are from a **Lawn & Garden Marketing** survey of 315 major distributors of lawn and garden products; 150 responded to the survey.

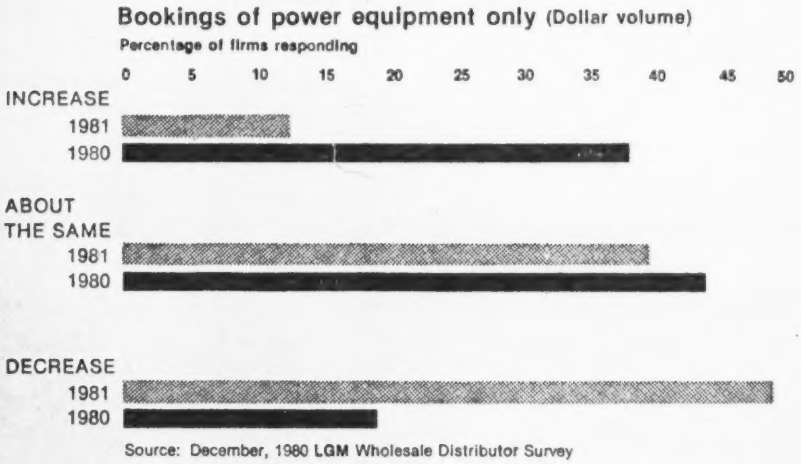
Of those distributors selling only power equipment, 48.5 percent report a decrease. This is probably a result of last summer's drought, the high cost of money and the retailers' increasing reluctance to risk carrying over large inventories into the next season, especially on slow-selling high-ticket equipment. Only 19 percent of these distributors reported a decrease last year.

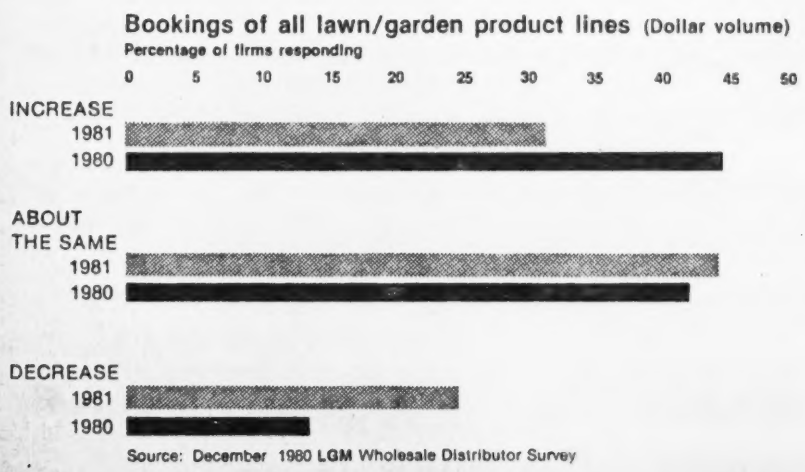
Forty percent of the distributors in the North Central report an increase in sales. The South, with 30 percent, and the West, with 25 percent, fell far short of the percentage of distributors reporting gains in last year's survey. In that survey, 48 percent of the distributors in the South and 58 percent of those in the West reported an increase.

Net results of the survey showed almost no change; the increase and decrease offset each other.

This survey does not necessarily indicate that sales for the 1981 season will be lower than they were last year; a severe winter storm, for example, could send sales skyrocketing. What this survey does indicate is that retailers are not ordering as much merchandise before the start of the season as they did last year.

These data represent only the merchandise booked through wholesale distributors; they do not include the sizable quantities of merchandise booked by mass merchandisers who make bookings directly from the manufacturer. □





Manufacturers' shipments total $1.98 billion

■Manufacturers' shipments of riding and nonriding lawn, garden and snow equipment totaled $1.98 billion in 1979, an increase of 39.5 percent over the previous year's total. Shipments of nonriding equipment increased 42 percent, from $841.2 million to $1.2 billion; riding equipment shipments increased 34.8 percent, from $577.4 million to $778.6 million.

These figures are from a report (No. MA-35A(79)-1) issued December 1980 by the U.S. Department of Commerce, Bureau of the Census. (See table.)

Snow equipment

The most significant increases were recorded for snow thrower and snow blower shipments. Single-stage unit shipments skyrocketed 362 percent, from 244,000 in 1978 to 1.13 million in 1979; dual-stage units experienced a 107-percent increase. Shipments of single- and dual-stage snow throwers increased 266 percent since 1977. In 1979, snow thrower attachments increased 234 percent, from 19,700 units to 65,919. The dollar volume of rotary mower deck attachments more than doubled to $54.5 million.

Although shipments of front-engine lawn tractors and riding mowers remained stable, increasing only 8.4 percent, the value of the shipments increased 52 percent, meaning price increases for these units were substantial.

Figures for other riding equipment also remained stable. Overall garden tractor shipments increased a modest 8 percent, with tractors 13.9 horsepower and under decreasing 26 percent. Rear-engine lawn tractors and riding mowers increased 13 percent.

Shredder/grinders

Increases were reported for most product categories; however, decreases were recorded for shredders and shredder-grinders, down 14.7 percent; parts and attachments for nonriding lawn, garden and snow equipment, down 23 percent; and yard vacuums and blowers, down 28.7 percent. □

The original lever-action garden tools.

Clearly the leader in terms of unequalled performance, Wallace garden tools are made differently to work better. Power Lever® is what does it, a patented, multiple pivot point design concept which reduces cutting effort by 50%. There's more. Blades are replaceable high carbon cutlery steel treated with Teflon-S and they cut perfectly, right to the tip. Anvils are adjustable. Wallace shears are definitely worth a closer look.

Write for literature and prices.

WALLACE

Wallace Manufacturing Corporation
21 Manning Road, Enfield, CT 06082
(203) 745-1634

Circle (25) on Reply Card

Manufacturers' shipments of equipment—1979 and 1978

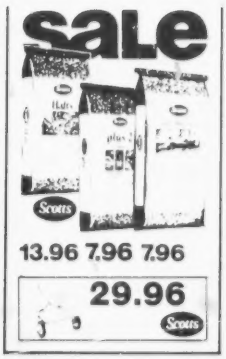
(Quantity in units; value in thousands of dollars)

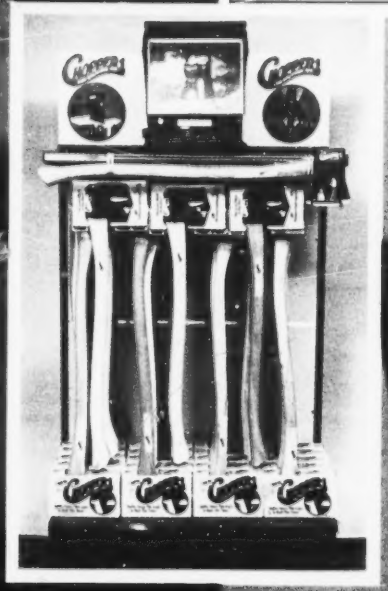
Type of equipment	Number of firms	1979 Quantity shipped	1979 Value shipped	1978* Quantity shipped	1978* Value shipped
Consumer nonriding lawn, garden and snow equipment	66	17,357,951	1,201,033	(X)	841.2
Lawn mowers:					
Reel, push type, nonpowered	2	64,192	10,575	121.5	3.1
Reel, push type, gas powered	8			35.7	6.0
Rotary, push type, gas powered	30	3,805,610	340,702	3,080.5	249.7
Rotary, self-propelled, gas powered	25	1,235,431	176,922	996.0	132.1
Electric, all types, including battery powered	4	269,623	27,567	157.5	15.7
Rotary garden, motor tillers	27	546,540	96,901	499.0	115.0
Two-wheel tractors, walking type, except rotary tillers	3	5,836	1,816	.....	.....
Snow throwers (snow blower), except attachment type:					
Single stage	11	1,129,068	210,746	244.2	37.9
Dual stage	11	302,436	126,795	146.1	50.9
Powered lawn edgers/trimmers:					
Fixed blade, gas	8	2,489,558	24,377	2,208.4	57.6
Fixed blade, electric	3				
Other than fixed blades	5	7,051,841	160,165	6,023.4	112.9
Shredders and shredder-grinders	5	14,039	2,600	16.1	3.4
Powered hedge trimmers	1	.....	.....	(S)	.....
Yard vacuums and blowers	10	30,920	8,406	39.8	11.6
Lawn sweepers, push type and powered, except attachment type	2	.....	.....	89.5	5.0
Other consumer nonriding lawn, garden and snow equipment	7	412,857	13,461	(X)	19.4
Consumer nonriding lawn, garden and snow equipment, n.s.k.	(X)	(X)	(X)	(X)	0.4
Parts and attachments for consumer nonriding lawn, garden and snow equipment	43	(X)	83,842	(X)	103.2
Parts	39	(S)	83,842	(X)	70.6
Attachments	23			(X)	32.6
Consumer riding lawn, garden and snow equipment	27	1,041,135	778,614	(X)	577.4
Lawn tractors and riding mowers, front engine:					
Under 8 hp	4	140,918	72,397	460.4	194.9
8 hp to 9.9 hp	14				
10 hp and over	14	358,112	225,046		
Lawn tractors and riding mowers, rear engine:					
Under 6 hp	10	37,272	13,390	259.6	108.6
6 to 7.9 hp	4	51,549	21,819		
8 hp to 9.9 hp	15	166,190	65,119		
10 hp and over	6	39,118	25,706		
Garden tractors:					
Under 10 hp	3	65,811	86,095	13.1	12.1
10 hp to 13.9 hp	13			70.0	88.5
14 hp to 15.9 hp	12	36,411	63,486	33.1	51.8
16 hp to 19.9 hp	17	145,754	205,556	68.6	105.7
20 hp and over	2			107.1	15.7
Other consumer riding lawn, garden and snow equipment	1				
Consume: riding lawn, garden and snow equipment, n.s.k.	(X)	(X)	(X)	(X)	.....
Parts and attachments for consumer riding lawn, garden, and snow equipment	42	(X)	251,992	(X)	199.3
Parts	28	(S)	108,164	(X)	127.1
Attachments:					
Rotary, mower decks	17	706,003	54,520	105.5	25.0
Rotary tiller attachments	10	26,660	11,138	30.5	9.4
Blades, dozer	16	72,196	8,644	50.7	5.8
Snow throwers	14	65,919	20,849	19.7	5.3
Carts and wagons	18	19,598	2,783	25.8	3.0
All other attachments	20	168,552	45,894	(X)	23.6

-Represents zero. n.s.k Not specified by kind. (S) Does not meet publication standards. (X) Not applicable. *Quantity in thousands of units. Value in millions of dollars.

Lawn Garden Marketing

MARCH 1981





Managing the ad media maze

Editorial, Advertising and Circulation correspondence should be addressed to: 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212 (a suburb of Kansas City, Missouri).

MARCH 1981 • VOL. 20 • NO. 3 • PUBLISHED 10 TIMES ANNUALLY

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products

EDITORIAL
Wendall Burns, Editor
Lori Bergmann, Production Editor
Guy Lamolinara, Associate Editor
Pat Blanton, Source Book Editor
Ted Stamen, Consulting Editor
Dudley Rose, Senior Art Director
Anita Blattner, Art Director

CIRCULATION
John C. Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

Member of American Business Press — ABP

Member of Business Publications Audit of Circulation, Inc. — BPA

ADMINISTRATION
R. J. Hancock, President
John Wickersham, Publisher

ADVERTISING
Jane Brooksher, Marketing Coordinator
Lou McNeill, Production Manager
Production Sales—See regional marketing office listing on Classified Ad page.

Lawn & Garden Marketing (USPS 306-340) (formerly Lawn/Garden/Outdoor Living with which is combined Modern Garden Center) is published by Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212.

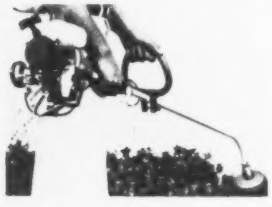
Subscription qualification or price: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries.

Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing.

Subscriptions and subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212.
Controlled circulation postage paid at Kansas City, MO.

***Publishing dates are as follows:** Monthly January through April; one issue each in June, August, October and November; two issues in September.

12 Managing the ad media maze. Increasing costs and shrinking ad budgets make selecting advertising media and developing an attention-getting campaign more important than ever.



19 Getting an 'A' in spin trimmers. It is time for retail sales personnel to do their homework on spin trimmers. Frank Buckingham, engineer and gardening writer, underscores major selling points.

26 Executive Forum. Regulatory reform: Views from three association executives. Dennis Dix, executive director and chief operating officer for the Outdoor Power Equipment Institute Inc.; Robert Lederer, executive vice president of the American Association of Nurserymen; and William Farrell, executive director of the American Hardware Manufacturers Association, explain their views on the chances of regulatory reform under the Reagan administration and their choices for areas to be reviewed.

DEPARTMENTS

2 Editor's Notebook
6 Feedback
8 The Green Scene
10 Power Equipment Highlights
30 Book Reviews
31 Distributor News
32 Product Briefs
36 People on the Move
37 Potpourri
38 Calendar
41 Manufacturers' Literature

Coming in April/May:
Second-season selling: Snow removal and clean-up equipment, the indoor green scene and holiday products merchandising are featured.

Postmaster: Return Form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212
©Copyright 1981 INTERTEC PUBLISHING CORP. All rights reserved.
Material may not be reproduced or photocopied in any form without written permission of publisher.

INTERTEC PUBLISHING CORP.

Power Equipment Highlights

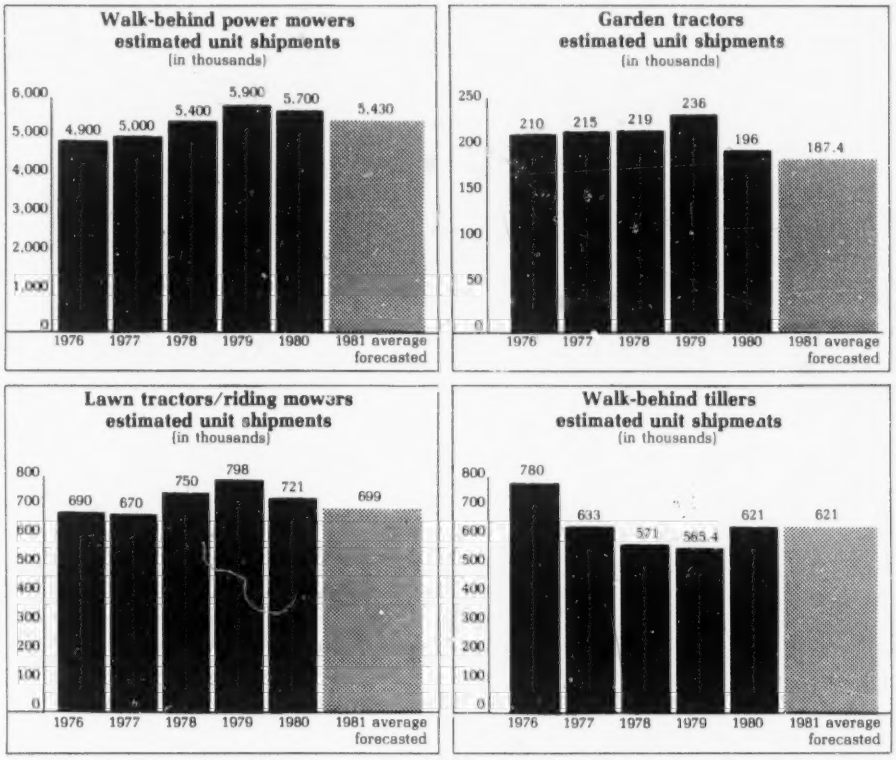
Vol. 2, No. 3 March 1981

Manufacturers project decline in '81 shipments of key equipment

The average forecast of 27 manufacturers responding to an OPEI industry survey on four key product lines is for an overall 3.1 percent decline in selected shipments for the 1981 model year, which began Sept. 1.

With the exception of rotary tiller shipments, which are expected to remain flat, the projections are for a 4.7 percent decline in shipments of walk-behind mowers, a 3.1 percent decline for lawn tractors and riding mowers and a 4.4 percent decline for garden tractors. Companies reported estimates only for the markets they serve directly.

The industry projects the Consumer Price Index to increase 12.1 percent in 1981; the Gross National Product is predicted to increase 0.6 percent when measured in 1972 dollars. Housing starts are projected at 1.25 million, the unemployment rate at 7.6 percent and the increase in producer prices for finished goods at 13 percent. Personal disposable income is forecast to increase 0.4 percent.



Source: Outdoor Power Equipment Institute

Toro president fired; payroll slashed

The downturn in the power equipment market has resulted in a major shakeup at The Toro Co. President John J. Cantu, three vice presidents and between 100 and 125 salaried workers were fired in mid-February.

David T. McLaughlin, board chairman and chief executive officer, said the company would return to a marketing strategy based on "consistent" rather than very rapid growth.

The boom 2 years ago in snow throwers encouraged Toro to expand its snow thrower production, but the lack of snowfall in the winters of 1979-80 and 1980-81 left huge inventories in many warehouses and showrooms in the snow belt.

Black & Decker lays off about 800

Black & Decker Manufacturing Co. has laid off about 800 workers at its McCulloch Corp. unit in Lake Havasu City, Ariz., and at its Hampstead, Md., power tool plant. The layoffs are part of a program to soften the effects of the recession.

The company has also laid off 60 workers at its Fayetteville, N.C., plant, which was closed Jan. 19-23 and Feb. 23-27.

More than 1,400 workers worldwide have been laid off by the company.

90-day Sensation warranty extended to 1 year

Effective Feb. 1, The Sensation Corp. extended all 90-day warranties on its commercial mowers to 1 year. Warranties will be in effect from the date of purchase for all 14-, 19- and 21-in. walk-behind mowers and 24-in. hi-wheelers purchased after Feb. 1. For details, write to the sales and marketing department at The Sensation Corp., 3601 N. 16th St., Omaha, Neb. 68110.

Lawn Garden Marketing

APRIL/MAY 1981

5/20/81 C 4725-2

Second-Season Selling

A blend of 11 basic product lines

BEST AVAILABLE COPY

Editorial, Advertising and Circulation correspondence should be addressed to: 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212 (a suburb of Kansas City, Missouri).

APRIL/MAY 1981 • VOL. 20 • NO. 4 • PUBLISHED 10 TIMES ANNUALLY

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products

EDITORIAL
Wendall Burns, Editor
Lori Bergmann, Production Editor
Guy Lamolinara, Associate Editor
Pat Blanton, Source Book Editor
Ted Stamen, Consulting Editor
Dudley Rose, Senior Art Director
Anita Blattner, Art Director

CIRCULATION
John C. Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

Member of American Business Press — ABP

Member of Business Publications Audit of Circulation, Inc. — BPA

ADMINISTRATION
R. J. Hancock, President
John Wickersham, Publisher

ADVERTISING
Jane Brookshier, Marketing Coordinator
Lou McNeill, Production Manager
Production Sales—See regional marketing office listing on Classified Ad page.

Lawn & Garden Marketing (USPS 306-340) (formerly Lawn/Garden/Outdoor Living with which is combined Modern Garden Center) is published by Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212.

Subscription qualification or price: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries.

Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing.

Subscriptions and subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212.

Second class postage paid at Kansas City, Mo.

Publishing dates are as follows: Monthly January through April; one issue each in June, August, October and November; two issues in September.

INTERTEC PUBLISHING CORP.

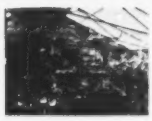
8 Merchandising the second season. Lawn and garden retailers have been discovering the profit potential in second-season product lines. Retailers are diversifying their product mix to maximize benefits from this trend. By Guy Lamolinara, associate editor.

8 Gro Group aims to boost second-season sales curve. Gro Group Inc., Bedford, Mass., helps members to build traffic from August through mid-February and improve in-store merchandising, selling of tie-in products and consumer recognition of participating dealers' product lines. Charles H. McColough, executive vice president, gives his views. By Wendall J. Burns, editor, and Guy Lamolinara, associate editor.

18 Executive Forum. Dealer associations: How they serve their members. By uniting to solve their problems, dealer association members can achieve goals more efficiently and have a unified voice when discussing problems with distributors and manufacturers.

26 Products for quick, easy debris handling. This is the third and last article in a series stressing product knowledge for outdoor power equipment retailers. New units and sales techniques are reviewed. By Frank Buckingham, engineer and gardening writer.

38 Foliage crop sales show modest increase. The indoor foliage boom of the '60s and '70s has leveled off; growers expect to increase production area by only 2 percent this year. A graph showing the net value of foliage crop shipments since 1975 is included. By Guy Lamolinara, associate editor.



41 Phillips Products survey shows fewer households keeping more plants than previous year. Tables showing the households keeping plants, place of purchase and number and type of planters per household are included.

42 Parts and service come into limelight. This is the first in a series of three articles on the increased importance of parts and service in the power equipment business. A graph showing servicing dealers' income sources is included. By Wendall J. Burns, editor.

55 Mild winter imperils snow thrower sales. 1980-81's mild winter sent snow removal sales plummeting. A graph showing snow thrower manufacturers' shipments since 1966 is included.

DEPARTMENTS

2 Editor's Notebook
6 Power Equipment Highlights
46 The Green Scene
48 Product Briefs
54 Potpourri
56 Calendar

Coming in June/July: Alternative energy products: New market and technical data on wood-related products, kerosene and quartz heaters and the technology and marketing of solar devices.

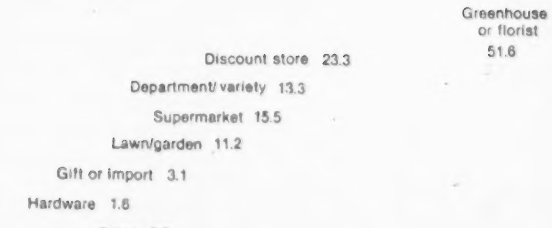
Postmaster: Return Form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212

© Copyright 1981 INTERTEC PUBLISHING CORP. All rights reserved.
Material may not be reproduced or photocopied in any form without written permission of publisher.

Net value of foliage crop sales
millions of dollars

Source: USDA Crop Reporting Board.

Place of purchase



Source: Phillips Products Company Inc.

Households keeping plants
%

Source: Phillips Products Company Inc.

Number and type of planters per household

Source: Phillips Products Company Inc.

Phillips Products survey shows

Fewer households keeping more plants than previous year

■Approximately 80 percent, or 58 million, of the households in the United States keep plants, according to the most recent Phillips Products Garden Scene survey. Of those households keeping plants, 45 percent say they will keep more plants in the future than they are currently keeping.

Results indicate that the proportion of households keeping more plants than in the previous year continues to level off. In 1975 54.7 percent indicated they were keeping more plants than in 1974; 65.8 percent indicated they were keeping more plants in 1976 than in 1975. This figure dropped to 57.7 percent in 1978 and to 53.2 percent in the latest survey, taken in 1979.

Although most people still buy their plants from a greenhouse, florist or lawn and garden store, the percentage purchasing their plants from these outlets has changed very little since the 1975 survey, when 64.6 percent indicated they purchased plants from these outlets. The 1979 figure was 62.8 percent.

Supermarkets and discount stores continue to make significant inroads into the plant market. In 1975 6.6 percent indicated they usually purchased plants from supermarkets; this figure jumped to 15.8 percent in 1979. Discount stores held only a 12.3 percent share of plant purchases in 1975; in 1979 that share climbed to 23.8 percent.

Between 1975 and 1976 there was a significant increase in the percentage of those who bought a separate container for their plants: 63.3 percent in 1975 and 68.9 percent in 1976. The 1976 figure, however, varies very little from the 69.9 percent who bought separate containers in 1979.

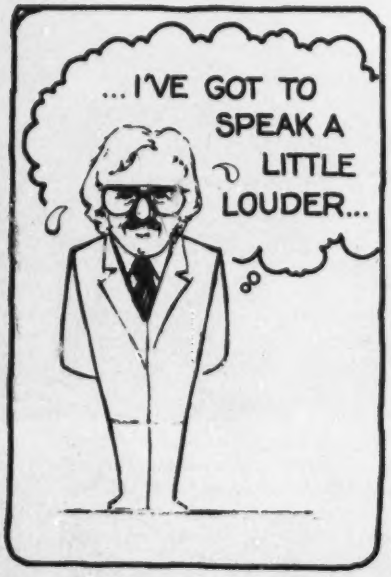
Discount stores were chosen most often as the place at which more of these containers were bought. In 1979 48.2 percent usually bought separate containers from a discount store; only 33.5 percent purchased containers from a greenhouse, florist or lawn and garden store.

The average number of planters kept in a home has more than doubled since 1975, when only 10 planters per home were indicated, compared with 20.7 planters in 1979. Clay, with an average of 7.4, and plastic, with an average of 7, were the most common materials for these containers. An average of 3.6 containers were ceramic, and glass, wood, metal and wicker accounted for less than 1 each.

The use of plastic containers is increasing at a faster rate than any other material. The average number of plastic containers increased 192 percent since 1975; the average number of clay containers increased 95 percent. □

Nearly 70 percent of those who bought plants in 1979 bought a separate container for them, according to the Phillips Products survey. The most commonly chosen material for planters was clay, followed closely by plastic.

BEST AVAILABLE COPY



Circle (31) on Reply Card

Servicing dealers' income sources
(1980 medians)

Labor and parts	41%
New equipment	44%

Source: 1980 LGM survey

Parts and service come into limelight

This is the first in a series of three articles on the increased importance of parts and service in the power equipment business.

By Wendall J. Burns, editor

■The stepchild of the industry is coming into the limelight this year. Parts-and-service, a business segment that has been largely ignored or kept in the back shop, is getting increased attention. Will the spotlight on this business duo turn them into profitmakers for the servicing dealers? Will it be enough to sustain them through the slump in sales of new equipment?

The answers to these questions will depend on the local economy and weather, factors that the dealers cannot control. It will also depend on factors they can control: charging the customer an adequate rate for labor, the hiring and training of mechanics, the decision on how to handle warranty service (including products sold by competitors). It will also depend on advertising and other management skills needed by any small service business.

From many segments of the industry and all sections of the country, the reports early this spring verified some earlier predictions: The demand for parts and service for outdoor power equipment is on the increase.

A typical statement by dealers is, "Faced with inflation from every side, (customers) would rather pay $30 or $40 to have the old mower fixed up than pay $300 to $400 for a new one."

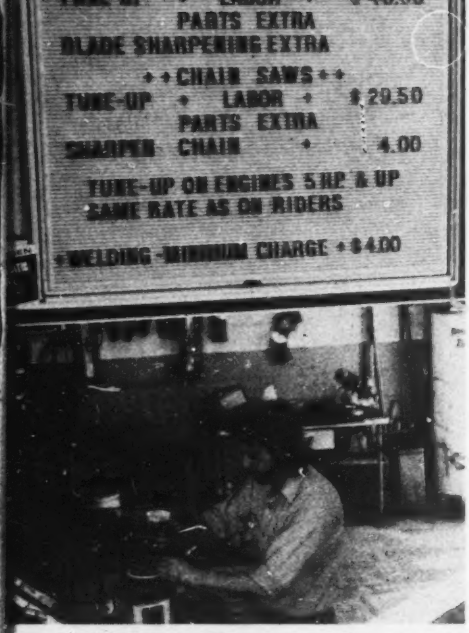
The trend is welcomed by many dealers. Finding it increasingly difficult to compete in the sale of whole goods with the mass merchandisers, they plan to put more emphasis on income from service and parts.

The 1980 survey of servicing dealers by **Lawn & Garden Marketing** showed that 41 percent of the dealers' income was from sales of parts and labor: 19 percent from parts and 22 percent from labor.

The remainder of the dealers' income was from sales of new equipment—44 percent—from sales of other merchandise—4.2 percent—and used equipment—9.2 percent.

At the time of the survey, two major reasons were given for the expected increase in service business by the specialty dealers:

- Inflation and
- Implementation of safety legislation that would have forced the introduction of new, complex mechanisms on walk-behind



Charging customers an adequate rate for labor, hiring qualified mechanics and proper handling of warranty work are factors servicing dealers can control to increase profits and help temper the slump in sales of new equipment.

mowers to stop the blade in three seconds.

Although the implementation of that proposed safety legislation has been put on hold by the federal government, other factors have come into play to favor the servicing dealers' outlook for increased parts and service business. Parts manufacturers are reporting that business is brisk.

Parts manufacturers who sell to the manufacturers of whole goods and to the distributors of replacement parts report that sales to the distributors are up, but volume of shipments to manufacturers is down considerably.

Some of the best sellers to the replacement market have been tune-up kits, mufflers, mower blades, wheel belts, throttle cords and starter handles. Demand is proportionately greater for parts for walk-behind mowers than for parts for riders.

The specialty retailers are divided on the subject of servicing equipment sold through mass retail outlets. Some see this business as the route to survival. Others are maintaining the position of "servicing only what we sell."

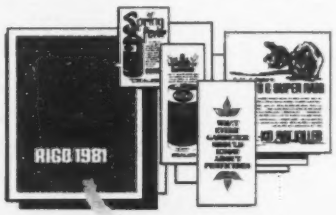
continued...

Rigo ...the fastest growing name in pesticides ...thats who!

We've got the products ...a comprehensive line of more than 80 insecticides, fungicides, and herbicides in the formulations and sizes your customers want most.

We've got the labels ...with the big, potent, recognized names ...Malathion, Thiodan*, Sevin*, Dursban*, Diazinon*, Cygon*, Maneb*, Captan, Weedone*, Trimec*, etc., etc., ...and in superior formulations. Rigo Diazinon-2E is labeled for even broader use than Spectricide* ...our Liquid Sevin (in a solution that won't settle-out on your shelf) is EPA cleared for 227 insects ...the broadest labels in the industry.

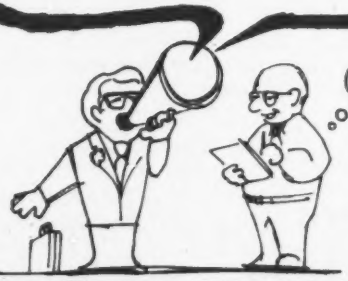
We've got the quality ...Rigo quality control is unsurpassed. Our products are guaranteed to be always up to spec ...even a full year after shipment.



Rigo makes available attractive, informative consumer literature and co-op advertising to spread the Rigo story of quality and selection in your trading area.

RIGO = SELECTION + QUALITY

*Sevin and Weedone are registered trademarks of Union Carbide Company. Diazinon and Spectracide are registered trademarks of Ciba-Giegy Corporation. Cygon is a registered trademark of American Cyanamid Company. Thiodan is a registered trademark of Canadian Hoechst Limited. Dursban is a registered trademark of Dow Chemical Company. Trimec is a registered trademark of P.B.I. Gordon Corporation.



THE '80s BELONG TO RIGO DEALERS

Rigo Company, Jct. I-71 and Hiway 146, Buckner, KY 40010

I'd like to get to know Rigo better. ☐ Please send me a Rigo/1981 Lawn & Garden Catalog, ☐ Please send me a Rigo/1981 Agricultural Chemicals Catalog, ☐ Please send me a copy of Rigo's consumer brochure entitled "WHAT EVERY GARDENER SHOULD KNOW ABOUT PESTICIDES," ☐ Please have a Rigo sales rep call on me.

Name _____ Telephone _____

Company _____

Street Address _____

City _____ State _____ Zip _____

Circle (32) on Reply Card

SAFE - EFFECTIVE
NO DRIFT
HERBICIDE APPLICATOR

Roller flattens leaves to deposit chemicals over greater leaf surface for better kill with no drift onto shrubs. For info write to:

VANDERMOLEN CORP.
119 Dorsa Ave. — Livingston, N.J. 07039
Circle (33) on Reply Card

Grow with
BONIDE
Complete line of
Home & Garden
Pesticides

FREE
BROCHURE
AND INFORMATION ON SPECIAL DISCOUNTS FOR DEALERS:
BONIDE CHEMICAL COMPANY, INC.
2 WURZ AVE., DEPT. LG
YORKVILLE, N.Y. 13495

NAME _____
COMPANY _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

Circle (34) on Reply Card

Parts and service

...continued

Pricing

Others are taking a new look at their pricing structure. Whereas they once considered equipment repair as a "courtesy to the customer" and operated the servicing department at a loss, dealers are looking at service shops as profit centers and are raising labor rates.

They are also taking a closer look at gross margins on parts sold. They can begin with markups of 35 to 40 percent on replacement parts, compared with a 20 to 25 percent markup on the sale of new equipment. It is their shrinking margins on new goods caused by competition that has concerned the independents in recent years.

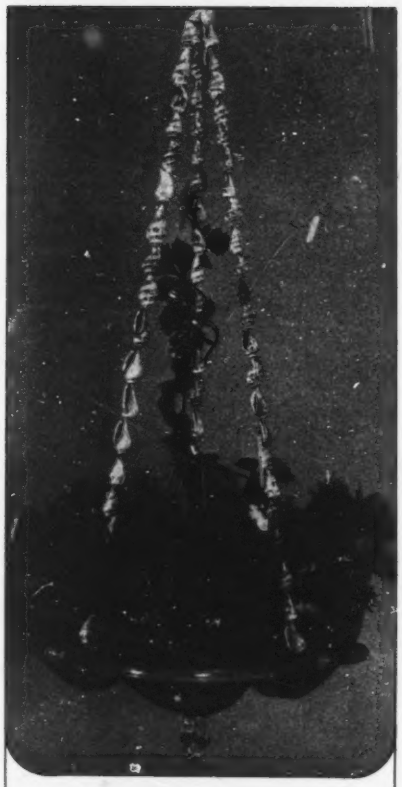
With their emphasis on service, the independents can more or less call the shots for this segment of the business.

Although they may dominate the service segment of the business, it may not be easy for the servicing dealers to dominate the parts business. Well aware of the public's current need to cut costs and the new emphasis on D-I-Y, the mass retailers are beginning to promote power equipment parts. One chain of home centers even scheduled a series of clinics in its stores in April to show the public how to change blades on lawn mowers and to perform other minor equipment service and repair jobs.

This concerns some of the servicing dealers. Others say that when the D-I-Yers get in over their heads when repairing engines, they bring the equipment in to the dealers anyway; these customers often walk out with a bigger repair bill than if they had brought it in for repairs without trying to fix it themselves.

Another survival strategy being used by the servicing dealers is fixing up and selling used equipment. That has been the key to success for many auto agencies in recent years, says one power equipment distributor. If a dealer learns how to trade right for equipment, he says, he can move a lot of new equipment and make good profits on the fixed up units that he brings in on trades.

The topic of taking trade-ins on new equipment will be covered in one of the articles in this series on parts and service. □



NEW TRIPLE COCONUT HANGING PLANTER

Three genuine coconuts, nestled in fine rattan frame are suspended by strands of choice sea shells from the Cebu Sea. Center strand of sea shells adorns underside.

Lovely creation from the Philippines adds beauty to home or garden. Add flowers, either fresh or artificial, to create dramatic decorator accent. Bring life and color to any area. Group several Triple Planters together for even more beauty. New! Just arrived from Philippines. Get yours now to add garden beauty to your home.

Sample 19.45
16-11.98 48-8.98 480-7.53
Ship to:
Littlejohn & Littlejohn Co.
Exporters – Importers
101 Marietta St. P.O. Box 80
Atlanta, Ga 30310
Member International Traders

Circle (35) on Reply Card

A New Day Dawns

A new day is dawning all across America because hundreds of cities are being recognized as a TREE CITY USA. For information on making your town a TREE CITY USA, send in this coupon.

NAME _____ ADDRESS _____
CITY _____ STATE _____ ZIP _____
TREE CITY USA

The National Arbor Day Foundation
Arbor Lodge 100, Nebraska City, NE 68410

7/5/81 C 4725 2

Selling energy products

- wood
- solar
- kerosene
- quartz

BEST AVAILABLE COPY

JUNE/JULY 1981 • VOL. 20 • NO. 5 • PUBLISHED 10 TIMES ANNUALLY

Lawn & Garden Marketing

The merchandising magazine for lawn, garden and leisure living products

Editorial, Advertising and Circulation correspondence should be addressed to: 9221 Quivira Road, P.O. Box 12901, Overland Park, KS 66212 (a suburb of Kansas City, Missouri).

EDITORIAL
Wendall Burns, Editor
Guy Lamolinara, Associate Editor
Pat Stanton, Source Book Editor
Ted Stamen, Consulting Editor
Dudley Rose, Senior Art Director
Anita Blattner, Art Director

CIRCULATION
John C. Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

Member of American Business Press — ABP

Member of Business Publications Audit of Circulation, Inc. — BPA

ADMINISTRATION
R. J. Hancock, President
John Wickersham, Publisher

ADVERTISING
Jane Brooksher, Marketing Coordinator
Lou McNeill, Production Manager
Production Sales—See regional marketing office listing on Classified Ad page.

Lawn & Garden Marketing (USPS 306-340) (formerly Lawn/Garden/Outdoor Living with which is combined Modern Garden Center) is published by Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212.

Subscription qualification or price: Publication is mailed free in the U.S. and Canada only to qualified persons in retail or wholesale businesses responsible for buying and merchandising product lines and services related to landscaping, gardening, turf, patio, indoor plants and leisure living. Non-qualified subscriptions are $24 a year in the U.S. and $30 in Canada and other countries.

Single copy price $2 plus postage and handling. Back issue price, $3 plus postage and handling. Adjustments necessitated by paid subscription termination at single copy rate. Allow 6-8 weeks for change of address or for new subscription processing.

Subscriptions and subscription correspondence should be sent to P.O. Box 12901, Overland Park, KS 66212.

Second class postage paid at Kansas City, Mo.

***Publishing dates are as follows:** Monthly January through April; one issue each in June, August, October and November; two issues in September.

INTERTEC PUBLISHING CORP.

8 Leading an energy revolution...in Washington and at the grass roots. Wood, kerosene, solar and quartz are currently the most common alternative energy product lines being marketed. Rep. James Jeffords of Vermont and Pat Kelley, president of Energy Exposition, give their views on the future of energy-saving products in the United States. By Wendall J. Burns and Guy Lamolinara.

17 Merchandising the sun's energy. A survey of products and technology available for lawn and garden/home center retailers wanting to enter the field of merchandising solar energy devices for do-it-yourselfers. By Guy Lamolinara.

22 Catalytic combustion in wood stoves: Marketing implications, technical data. The catalytic combustor represents a breakthrough in wood-heating technology. Sales and trends are reported in the "Wood Energy Market Overview" in this article. By Wendall J. Burns.

32 Kerosene heater sales fire up. An Illinois retailer talks about his success in merchandising kerosene heaters. By Guy Lamolinara.

38 Chain saw, log splitter market update. In the past year, many manufacturers have introduced new models. By Guy Lamolinara.

DEPARTMENTS

2 Editor's Notebook
6 The Green Scene
14 Power Equipment Highlights
35 People on the Move
44 Book Reviews
46 Product Briefs
47 Calendar
50 Potpourri

On the cover: Art Director Anita Blattner designed the cover using a sample catalytic combustor. The various warm hues suggest heat from the sun, wood, kerosene and other sources.

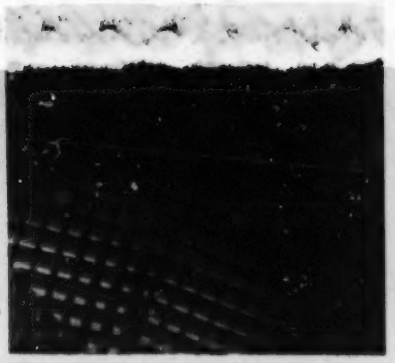
Coming in August: In-depth coverage of the Lawn, Garden & Outdoor Living Division of the National Hardware Show and seminars, plus coverage of other major shows coming up during the prime fall sell-in season. Part 2 of a series on the power equipment parts and service business.

Postmaster: Return Form 3579 to Lawn & Garden Marketing, P.O. Box 12901, Overland Park, KS 66212.

©Copyright 1981 INTERTEC PUBLISHING CORP. All rights reserved.
Material may not be reproduced or photocopied in any form without written permission of publisher.

Merchandising the sun's energy

A survey of technology and products available for lawn and garden/home center retailers wanting to enter the field of merchandising solar energy devices for do-it-yourselfers.



By Guy Lamolinara, associate editor

■Who will claim distribution leadership for solar energy products?

"From my point of view, lawn and garden centers seem to be the natural candidate, but the business truth is that distribution will be controlled by the retail group that reaches out **now** and establishes itself as the leader," says Tom McCabe, sales manager for One Design Inc., Winchester, Va., a manufacturer of solar energy products.

As energy costs continue to squeeze consumers' finances, there will be a surge in demand for solar energy products. Solar collector manufacturing activity has risen 1,427 percent since 1974, according to the U.S. Department of Energy. Whichever retail group "grabs the market and holds on tightest will be the natural source for these products in the future," McCabe says.

Solar products retailers

A retailer that has been successfully selling solar products is Friedman Bros. Hardware, Santa Rosa. Ken Sellai says the company has been selling active and passive water heating systems. The company also handles the necessary installation equipment, such as pipes and wiring. Passive greenhouse kits are an important part of this business.

"Solar energy is a growing department for us," he says. "It's becoming more readily acceptable in the Santa Rosa area."

The company promotes solar products by advertising in newspapers and flyers. Working displays in front of the store have also increased sales.

"Solar is pretty hot," says Mike Nagel, Orchard Supply Hardware, San Jose. Orchard Supply handles a complete line of solar energy products, including collectors from Advanced Energy Technology, controls, pipes, fittings and storage tanks in 65-, 80- and 100-gal. sizes.

Nagel says that a year ago solar products did not sell very well, but

continued...

A water wall can be installed to fit between a wall's studs. This unit, from One Design Inc., allows natural daylight to pass through and can accommodate bookshelves.

Solar collector types

Passive

solar window, greenhouse, skylight — masonry (Trombe) or water wall; roof pond; reflector

Active

flat-plate collector — air type; liquid type

concentrating (parabolic) collector — tubular collector; photovoltaic cell

The choice of collector depends on the operating temperature required, the amount of sunshine in the area and the average outdoor air temperature. These are the most commonly used collectors and their applications:

agriculture and pool heating
— unglazed or single-glazed flat plate (often plastic)

space and hot water heating
— flat plate (metallic)

air conditioning
— high performance flat plate

industrial process heat (200-400° F)
— evacuated tube

A glossary of energy terms

Active solar system—A system based on the transfer and use of solar energy by mechanical means. Active components may include collectors, storage tanks, rock beds, thermostats, pumps, fans and heat exchangers.

Btu (British thermal unit)—The amount of heat required to raise the temperature of 1 pound of water 1°F.

Low-temperature collector—A solar collector that operates at temperatures below 110°F. Typically, it has no glazing or insulation and is made of plastic or rubber, although some are metal.

Medium-temperature collector—A solar collector that operates at temperatures from 140° to 180°F. Typically, it has one or two glazings, a metal frame, a metal absorption panel with integral flow channels or attached tubing (liquid collector) or with integral ducting (air collector) and insulation on the sides and back of the panel.

Passive solar system—A system that uses the natural processes of conduction, convection and radiation to heat or cool a structure. To qualify for tax credit, the passive system must have a solar collection area, absorber, storage mass, a heat distribution method and heat regulation devices.

Photovoltaic cell—A cell that produces electricity when exposed to sunlight. The electricity produced may be used immediately or stored in batteries for later use.

Quad—A quadrillion Btu, which is roughly equivalent to the energy in 8 billion gallons of gasoline, a year's supply for 10 million automobiles.

Renewable energy source—An energy source that is renewable constantly or cyclically, such as solar or wind energy.

Solar energy collector—A device designed to receive solar radiation and convert it to thermal or electrical energy. A solar thermal collector usually includes a frame, glazing and an absorber together with appropriate insulation. The heat collected can be used immediately or stored for later use. Water or antifreeze solutions are the most common working media for transferring heat from the collector; air and special oils that are activated at high temperatures are used in many systems. Pool covers and other devices that do not involve the transport of energy through a working medium are not considered to be solar thermal collectors.

BEST AVAILABLE COPY

D-I-Yers can easily install active solar greenhouse kits, such as this one, manufactured by Garden Way Research.

Source: U.S. Department of Energy.

with increasing public knowledge and the local Pacific Gas & Electric and federal tax credits his sales have doubled since 1979.

Orchard Supply, which operates 12 stores in the south San Francisco Bay area, has installed working models on store roofs. When customers see that the retail outlet selling solar products is itself interested in saving energy and money, they are more inclined to buy the products themselves.

So far the store advertises solar only in newspaper ads. These ads contain energy-saving tips and recommend products to save energy. The store promotes itself as "Your do-it-yourself solar headquarters." The ads show the store's solar collector installation and emphasize that Orchard has all the components necessary for a solar system.

Merchandising solar products

Retailers who are serious about getting a jump on the solar energy products market need to become experts on what is available and what it can do; they also need to be able to match the consumers' needs to the products. Because many consumers are unknowledgeable about these products, the retailer must position himself as the local professional.

An excellent information source for products and manufacturers is the National Solar Heating and Cooling Information Center in Rockville, Md.* Many book publishers, such as Ortho, Garden Way, Better Homes and Gardens, Sunset and Brick House, publish solar and other energy-related books (see "Book Reviews" in this issue). These books can serve a two-fold purpose: They can be used to educate consumers as well as retailers. Books can also promote hefty tie-in sales, especially in this market, because many shoppers are wary of purchasing these products without prior knowledge.

Income tax credits are an important incentive to buy these products. Consumers will want to know which products qualify for the federal tax credit and it is up to retailers to provide accurate information. Federal income tax form 5695 should be familiar to all personnel selling these products. This form outlines credits available to homeowners. NSHCIC has compiled a list of state tax credits for solar systems, Solar Data Bank Report No. 107; some states do not provide credit for these systems.

Another way for retailers to tell consumers, "We're serious about saving energy," is to install solar products in their stores. Nurseries, for example, can active solar retrofit their greenhouses; garden centers can install commercial solar energy heating and cooling systems.

Some retailers are holding energy clinics/seminars to make consumers more aware of solar energy products and their advantages. These retailers are taking advantage of rising energy costs to spur cost-conscious consumers to purchase these systems.

Passive solar

The two major types of passive solar products, collector/storage units and solar window greenhouses, can easily be sold to D-I-Yers through garden centers and hardware/home centers.

Many manufacturers are marketing easy-to-install greenhouse kits. When attached to a house, the structure's heat can be opened or closed to the house as weather dictates. Garden Way, Charlotte, Vt., has developed an active solar greenhouse kit that retains solar heat during the day and slowly releases it at night. Insulated glazing and sidewalls, a masonry foundation and a reflective curtain reduce night-time heat loss. In winter excess heat is circulated through the home by an automatic air control system; in summer hot air is vented outside.

Masonry and water walls are the most common type of collector/storage unit. The One Design Stud Space Module can be installed to fit between a wall's studs; the unit also allows natural daylight to pass through. The surface of the module is suited for hanging houseplants or mounting bookshelves, or it can be covered with cloth or other material for a more finished look.

Active solar

Flat-plate collectors are currently the most economical and practical component for collecting the sun's rays. The basic components of flat-plate collectors are an absorber, usually made of sheet metal with liquid or air passages attached, a translucent glazing of plastic or glass and insulating material to keep collected heat from escaping.

In an air collector, such as the Solar Pak II heating system from the Chicago Solar Corp., Faribault, Minn., air is heated as it passes through a collector connected to an insulated duct that distributes warm air wherever it is needed. Liquid collectors, such as those manufactured by Sunworks, Somerville, N.J., heat

continued...

*To contact the National Solar Heating and Cooling Information Center write NSHCIC, P.O. Box 1607, Rockville, Md. 20850.

water or other liquids, usually oil or antifreeze mixtures, while passing through the absorber's tubes.

Automatic controls are necessary to regulate heat flow and solar collector activity. Richdel Inc., Carson City, Nev., manufactures devices to [illegible] heating systems, among others. Systems for pool heating are currently the most common type of solar system and the easiest to install.

Solar collectors convert solar energy into heat; photovoltaic cells convert solar radiation into electricity. The high cost of production for these cells, however, offsets their value as a marketable item. Extensive research is being done to develop more energy efficient (photovoltaics operate at efficiencies between 5 and 16 percent) and cheaper cells. □

Federal income tax credits

In 1978 former President Carter signed legislation to institute an income tax credit for the installation of energy conservation materials and renewable energy systems in a taxpayer's residence. This legislation was part of the national plan to conserve energy and reduce dependence on imported oil. In 1980 new legislation increased the tax credits for renewable energy and expanded the list of eligible items. The increased credit will be available at least through 1985.

The tax credit is really two credits: one for **energy conservation materials** and one for **renewable energy systems.** The two credits are calculated separately, but both may be claimed by qualifying taxpayers.

Credits for energy conservation. For installing eligible conservation materials, a taxpayer may claim a credit against his income tax liability equal to 15 percent of the first $2,000 spent on materials and labor. Items that qualify for this credit include:

- caulking and weatherstripping,
- automatic energy-saving setback thermostats,
- display meters that show the cost of energy usage and,
- devices for modifying flue openings.

The maximum credit a taxpayer can claim for a single building is $300. The maximum (15 percent of $2,000) is the total amount that can be claimed through 1985. However, if the taxpayer changes his principle residence during this period, he would again be eligible to claim the maximum credit. The building on which these items are installed must have been substantially completed by April 20, 1977; items installed in new construction do not qualify.

Credit for renewable energy. The income tax credit for the installation of renewable energy equipment is 40 percent of the first $10,000 spent on materials and labor. Solar, wind and geothermal energy systems qualify for credit.

The federal government defines solar energy equipment as equipment and materials of a solar energy system that, when installed in connection with a dwelling, transmit or use solar energy to heat or cool the dwelling, provide hot water for use within it or generate electricity. Both active and passive systems may qualify for credit. However, only materials whose sole purpose is to transmit or use solar radiation are eligible for tax credits. Materials or structures that have a significant structural function, such as floors, support walls and greenhouses, are not eligible.

For further details on energy credits call the local IRS office and ask for form 5695, Energy Credits.

Form **5695** — Department of the Treasury, Internal Revenue Service

Energy Credits

▶ Attach to Form 1040. ▶ See instructions on back.

1980

34

Name(s) as shown on Form 1040 | Your social security number

Enter in the space below the address of your principal residence on which the credit is claimed if it is different from the address shown on Form 1040.

Part I Fill in your energy conservation costs (but do not include repair or maintenance costs). If you have an energy credit carryover from a previous tax year and no energy savings costs this year, skip to Part II, line 16.

A. Answer the following question: Was your principal residence substantially completed before April 20, 1977? . . ☐ Yes ☐ No

B. If you checked the "NO" box, you CANNOT claim an energy credit for conservation cost. Do NOT fill in lines 1 through 7 of this form.

1 Energy Conservation Items:			
a Insulation	1a		
b Storm (or thermal) windows or doors	1b		
c Caulking or weatherstripping	1c		
d A furnace replacement burner that reduces the amount of fuel used	1d		
e A device for modifying flue openings to make a heating system more efficient	1e		
f An electrical or mechanical furnace ignition system that replaces a gas pilot light	1f		
g A thermostat with an automatic setback	1g		
h A meter that shows the cost of energy used	1h		
2 Total (add lines 1a through 1h)	2		
3 Maximum amount	3	$2,000	00
4 Enter the total energy conservation costs for this residence from your 1978 and 1979 Form 5695, line 2	4		
5 Subtract line 4 from line 3 (if line 4 is more than line 3, do not complete any more of this part. You cannot claim any more energy conservation credit for this residence.)	5		
6 Enter the amount on line 2 or line 5, whichever is less	6		
7 Enter 15% of line 6 here and include in amount on line 15 below	7		

Part II Fill in your renewable energy source costs (but do not include repair or maintenance costs). If you have an energy credit carryover from a previous tax year and no energy savings costs this year, skip to Part III, line 16.

8 Renewable Energy Source Items:			
a Solar	8a		
b Geothermal	8b		
c Wind	8c		
9 Total (add lines 8a through 8c)	9		
10 Maximum amount	10	$10,000	00
11 Enter the total renewable energy source costs for this residence from your 1978 Form 5695, line 8 and 1979 Form 5695, line 9	11		
12 Subtract line 11 from line 10 (if line 11 is more than line 10, do not complete any more of this part. You cannot claim any more renewable energy source cost credit for this residence.)	12		
13 Enter amount on line 9 or line 12, whichever is less	13		
14 Enter 40% of line 13 here and include in amount on line 15 below	14		

Part III Fill in this part to figure the limitation

15 Add line 7 and line 14. If less than $10, enter zero	15		
16 Enter your energy credit carryover from a previous tax year	16		
17 Add lines 15 and 16	17		
18 Enter the amount of tax shown on Form 1040, line 37	18		
19 Add lines 38 through 44 from Form 1040 and enter the total	19		
20 Subtract line 19 from line 18. If zero or less, enter zero	20		
21 Residential energy credit. Enter the amount on line 17 or line 20, whichever is less. Also, enter this amount on Form 1040, line 45	21		

Form 5695 (1980)